

Message Text

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64

ORIGIN COME-00

INFO OCT-01 EUR-25 IO-13 ISO-00 EB-11 PA-03 CIAE-00 INR-10

LAB-06 NSAE-00 RSC-01 SIL-01 USIA-15 PRS-01 /087 R

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APPROVED BY:EB/OCA/REP:LHPOMEROY

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R 172220Z SEP 73

FM SECSTATE WASHDC

TO AMEMBASSY MADRID

INFO AMEMBASSY BERN

AMEMBASSY BONN

AMEMBASSY BRUSSELS

AMEMBASSY LONDON

AMEMBASSY LUXEMBOURG

AMEMBASSY PARIS

AMEMBASSY STOCKHOLM

AMEMBASSY THE HAGUE

AMEMBASSY VIENNA

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

AMEMBASSY REYKJAVIK

AMEMBASSY ROME

USMISSION EC BRUSSELS

USMISSION USUN NY

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E.O. 11652: N/A

TAGS: BEXP, SP

SUBJ: EXPO '74

REF: MADRID 5237

1. EXPO '74 OFFICIALS JOIN ME IN EXPRESSING PLEASURE

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AT RENEWED INTEREST BY SPANISH OFFICIALS AND HAVE COMPLIED

THE FOLLOWING DATA ACCORDINGLY IN RESPONSE REF CABLE:
FYI EXPOSITION EXPERTS HERE ADVISE ME THAT SPANISH SENSITIVITY TO ORGANIZED LABOR AND LABOR COSTS UNQUESTIONABLY ARISES FROM THEIR DISTRESSING EXPERIENCES ON SUCH MATTERS IN CONNECTION WITH THEIR BEAUTIFUL PAVILION AT NEW YORK 1964-65. I AM ADVISED THE CIRCUMSTANCES WERE EXTREMELY DIFFICULT, THE COSTS VERY HIGH, THE DISSATISFACTION OF SPANISH OFFICIALS MOST ACUTE. THIS NO DOUBT INFLUENCES CURRENT THINKING FYI.

A) ARRANGEMENTS HAVE BEEN COMPLETED THRU U.S. IMMIGRATION OFFICIALS FOR IMPORTATION OF LABOR NECESSARY TO COMPLETION OF ANY GOVERNMENTS EXHIBITION. GOS SHOULD BE REMINDED THAT PAVILION IS BEING CONSTRUCTED BY EXPO AND THEIR RESPONSIBILITY LIMITED TO ITS APPROPRIATE FURNISHING AND EXHIBITION MATERIALS. THEY MIGHT FIND THAT BRINING SKILLED SUPERVISORS TO SUPERVISE LOCAL LABOR WOULD BE CHEAPER GIVEN THE SUBSTANTIALLY MORE MODERATE LABOR SITUATION ON THE WEST COAST COMPARED TO NEW YORK AND EXTENSIVE TRANSPORTATION COSTS INVOLVED.

B) LISTING OF PARTICIPANT COUNTRIES NOT YET FINAL. AIR MAILING SITE PLAN 9/17 FOR REFERENCE. EACH PAVILION NUMBERED. ACCEPTANCE TO DATE INCLUDE:

CANADA, SITE #22, APPROXIMATELY 20,000 SQ. FT.
U.S.S.R., SITE #15, APPROXIMATELY 52,000 SQ. FT.
TAIWAN, SITE #4, APPROXIMATELY 10,000 SQ. FT.
JAPAN, SITE #5, APPROXIMATELY 20,000 SQ. FT.
SOUTH KOREA, SITE #18, APPROXIMATELY 10,000 SQ. FT.
MEXICO, SITE #2A, APPROXIMATELY 4,000 SQ. FT.

REMAINING SITES AVAILABLE INCLUDE:

BUILDING #8A - 4,200 SQ. FT.
BUILDING #34 - 7,500 SQ. FT.
BUILDING #20 - 19,500 SQ. FT.
BUILDING #20A - 5,500 SQ. FT.

THE SUGGESTION MADE ON OUR MOST RECENT TRIP TO MADRID
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AND OTHER WESTERN EUROPEAN CAPITALS CALLED FOR JOINT OCCUPANCY BY THE SEPARATE FLAGS, OF THREE OR FOUR EUROPEAN COUNTRIES, IN BUILDING #20. THIS WOULD SERVE TO GIVE AN EXTREMELY EFFECTIVE WESTERN EUROPEAN PRESENTATION AT EXPO '74. THE ALTERNATE SITES, OF COURSE, ARE AVAILABLE FOR INDIVIDUAL OCCUPANCY AS WELL.

C) NO PRECISE DEADLINE SET BUT SITES ARE OBVIOUSLY

ON FIRST COME FIRST SERVE BASIS AND BY OCTOBER THE
REMAINING SITES SHOULD BE FULLY COMMITTED.

D) FORWARDING SEPARATELY WITH SITE PLAN BROCHURE
ENTITLED "GUIDE FOR ESTIMATING PARTICIPATION COSTS AND
REVENUES." THIS GIVES MANY COST FACTORS WHICH WILL BE
ENLIGHTENING TO GOS OFFICIALS.

2. EXPO PRESIDENT KING COLE CORDIALLY INVITES SENORS
ZORRILLA AND DIEZ FOR EARLY VISIT TO SPOKANE TO REVIEW
MANY DETAILS AND EXAMINE PROSPECTIVE SITES. THEY WOULD
BE VERY MUCH INTERESTED IN THE EXTENSIVE DEVELOPMENT
NOW GOING FORWARD AT EXPO '74 AND COULD RESERVE SPACE
DECIDED UPON FOR SHORT PERIOD PENDING FINAL DECISION
IN MADRID. MR. COLE AND I ALSO EXPRESS GRATITUDE TO
YOU AND YOUR COLLEAGUES AT THE EMBASSY FOR SPLENDID
COOPERATION. RUSH

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